10/82

UMB 1-20

University of Massachusetts at Boston
Division of Continuing Education

A National University Teleconferencing Network Workshop sponsored by the Office of Educational Telecommunications

December 9, 1982
1:30 to 5:00 p.m.

O E T

Automated Office and Electronic Meetings for Today's Managers

How Can You Benefit?

Office Automation

According to a recent study by Booz, Allen and Hamilton, office automation can mean

- a 15% increase in the productivity of managers and staff
- and a savings of $125-billion as a result of that productivity.

Electronic Meetings

As part of the automated office movement, electronic meetings can save money and help you make better use of your time. If you are a typical manager, you spend about 40% of your time in informational exchange meetings. Electronic meetings reduce this percentage, allowing you more time for other productive activities. And they reduce travel time and expense.

This Workshop

can help you find out more about the benefits of electronic meetings:

- Uniform dissemination of information in a timely manner
- Interpersonal exchange of information without travel to a central location
- Quick reaction time to crises–you can pull a team together immediately, regardless of location
- Ongoing problem-solving by geographically wide-spread experts
- Generation of revenues through direct product information to customers

During a fast-paced 3-hour teleconference you'll meet with others from across the country as your teleconference leaders guide you through a wide range of options in electronic meetings.

Those who've attended seminars and conferences led by the workshop's instructors include representatives of:

AT&T • Roche Labs • Exxon • Sears, Roebuck • Honeywell • Aetna Life • Control Data • Hoffmann La-Roche • Kimberly Clark • Texas Research Institute • Goodyear • MIT • State Bar of Arizona • University of Alaska • Allstate

Workshop Program

Faculty Club
Healey Library, 11th Floor
Harbor Campus

- Introduction

- Automated Office & Electronic Meetings–An Overview
  - Managerial Professional Time
  - Types of Meeting Activity
  - Meeting Duration
  - Where Do People Meet
  - Meeting Costs
  - Travel versus Electronic Meetings
  - Computer Conferencing & Voice Mail

- Audio Teleconferencing
  - Multipoint Applications–Dial-up Conferences
  - Effectiveness in Meeting and Training Environments
  - Case Studies & Applications
  - Selection of Systems

- Developments in Audiographics
  - Characteristics of Available Systems
  - Applications and Case Studies
  - What's Available in the Marketplace Today

- Video Teleconferencing
  - State-of-the-Art of Video Conferencing
  - Options in Conference Facilities
  - Applications and Case Studies
  - Benefits vs. Costs of Video
  - Video Systems Available Today

- Regional Small Group Discussions
  - Demonstration and Discussion of Regionalizing Electronic Meetings for Specialized Tasks

- Implementation Strategies
  - Motivating Acceptance
  - Identifying Pressure Points

- Training and Support Services
  - Approaches to User Training
  - Working with a Wide Range of End Users

- Open Line
  - Information Open-Line Discussion Following the Workshop

This is an audio conference originating from Madison, Wisconsin.

Who Offers the Workshop?

CIP and OET

The workshop is presented by the University of Wisconsin-Extension Center for Interactive Programs (CIP) and sponsored by the Office of Educational Telecommunications (OET) of the University of Massachusetts at Boston. CIP is an international training and resource center concerned with electronic meetings and two-way interactive communications as part of the automated office. OET has been created to use telecommunications technology to expand the educational and community services offered by UMass/Boston. During the next several months, OET will sponsor this workshop, three teleconferences on subjects of interest to business executives, and a public affairs series for cable television.

The Instructors

Dr. Lorne A. Parker, Director, Center for Interactive Programs, is recognized as a leading authority on electronic meetings and interactive teleconferencing. With 17 years of experience in the field, he is well versed in system planning, management, technology and applications. He has been a leader in developing teleconferencing systems in the United States and abroad. He has published widely and has been a featured speaker at many conferences.

Mavis Monson, Design Coordination, Center for Interactive Programs, Instructional Communications Systems, is a specialist in electronic meeting design and has developed one of the first comprehensive training programs to help people use electronic meetings effectively.

The Network

By enrolling you will benefit from the "hands-on" experience of using the nation's newest teleconferencing system. Over 50 of the nation's most prominent universities, including UMass/Boston, formed the National University Teleconferencing Network (NUTN) in July 1982. The-first-of-its-kind independent satellite teleconferencing network, NUTN transcends geographical and financial restraints which previously limited information sharing among universities, professionals, and laypersons. NUTN serves more than two-thirds of the United States.

Reservation Form

Automated Office and Electronic Meetings for Today's Managers

- ○ Yes, I want to attend the teleconference.
- ○ Enclosed is a check or money order for ____ to reserve my place.*
- ○ I cannot attend, but send me information on upcoming business seminars

Name ▶ _____

Phone ▶ _____
area code number

Title ▶ _____

Organization ▶ _____

Address ▶ _____
number & street city
▶ _____
state zip

*The conference fee is $75.00 per person. Make your check or money order payable to University of Massachusetts at Boston.

This form must be returned with payment by December 3, 1982. Cancellations and requests for refunds must be made by December 3.

Please send this form with payment to:
University of Massachusetts at Boston
Division of Continuing Education, Box OET
Harbor Campus
Boston, MA 02125

For further information or directions, call the Office of Educational Telecommunications at 956-1143.

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